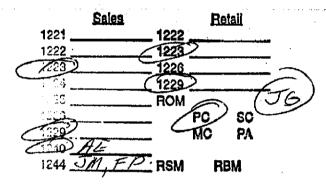
**E-Mail** 

ROUs: 1110/1210/1310/1710

Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet



## RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610 PROMOTIONAL COORDINATOR

8899 MAIN STREET WILLIAMSVILLE, NY 14221 (716) 634-4179 FAX (716) 634-3145

November 13, 1997

**RJR Account #375878** 

P. Cox

McLANE-NORTHEAST

JANUARY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Paul:

We have placed orders for *Winston Tear Tape* product (.35¢/Pack) as listed to pack and ship this promotion to your participating retail accounts. 1830 SKUs of Sleeve Displays (item #536285) have been ordered to Consolidated Industries to pack this Promotion.

## Product PO # ER2536-01

	<u>Winston</u>	#/ (6M)			
UPC Code	<b>Brand Styles</b>	Cases			
12300-24876	Light Box	122(**)			
12300-22772	Filter Box	122(**)			

\*\*16 Cases (each style) are to be used for 7-11 stores. Obtain store list from 7-11 Headquarters.

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane):

December 8, 1997

Premium Arrival (@ Consolidated):

December 11, 1997

Ship Date to Retail:

**January 5, 1998** 

Sleeves / Display (Item #536285)

SKU CUBE:

0.8260

SKU WT (w/o Product):

1.5000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

**4 Full Price Cartons** 

EFT \$ Amount:

**\$66,802.62** 

51850 592

<u>Promotion Description</u>: Utilize self-contained shipper displays. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each:

Winston Filter Box and Winston Light Box.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

RJR will reimburse you \$28.00 per <u>live 12M case</u> for all displays packed and shipped to retail on a timely basis. This equates to <u>\$3,416.00</u> (122 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

## Judy

J. Campbell Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams cc: R. Moore / McLane 1610: DK / SS / RMD 1000: J. Piscitelli 1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility

for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

51850 5922

## McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE ROUS: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS MCLANE NE

JANUARY: WINSTON .70¢ OFF 2-PACK PURCHASE / PROMO #800008																	
RETAIL DISTRIBUTION DATE: 1/5/98						NUMBER OF DISPLAYS PER GROUP PER STATE											
CHAIN NAME	NO. OF	# DISPLAY UNITS TO SHIP TO EACH	TOTAL #/							× × ×			0 0 4 4 0 0				
A-PLUS/ SUNOCO	STORES 304	See List	DISPLAYS 401	CT 1	DE	MA 29	MD	ME	NH 3	IN.	N <sup>v</sup>	ОH	A	PA	RI		
AMOCO	58	1	58	<del>                                     </del>	-	129		<del>                                     </del>	╀³	16	83	┈	-	265	4		
BP OIL	44	See List	78			<del>  -</del>		╂	$\vdash$	27	<del>  -</del>	<del>                                     </del>	├—	29 78	⊢		
COASTAL MART	36	2	72		<del>                                     </del>	1	ļ		<del>                                     </del>	22	$\vdash$	<del>                                     </del>		50	<del> </del>		
COOKS CONVENIENT	7	See List	10		<del>                                     </del>	一		<del>                                     </del>		<del> </del>	10	<del>                                     </del>		30	<del>                                     </del>		
COUNTRY FAIR	69	See List	242			1	i		<del>                                     </del>	ľ	8	32		202			
CONV EXPRESS	5	See List	11								11						
EXPRESS MART	40	See List	44			_		1			44	一					
HESS MART	51	See List	95							4	75			16			
HESS STATION	155	See List	178	1		2				28	104			42	1		
J MART	8	1	8	-							8				Н		
KRAUSZERS	12	See List	34	34													
MANLEYS	11	See List	12								12						
MOBIL / ON THE RUN	100	See List	119	15		32			20		46				6		
QUICKWAY	29	1	29								29						
7/11 - HANDEE MART	24	See List	61									2	32	27			
7/11 - SOUTHLAND			22.00	7-11	WILL	. PRC	VIDE	SPE	CIFIC	STO	REL	<u></u>	O Mc	LANI	=		
SUGARCREEK (*Not Participating)	79	1	79								79						
SUNRISE FOODS	16	1	16								16				$\Box$		
															二		
INDEPENDENTS & SMALL CHAINS	32	See List	35	1		6	2		3	4	12			7			
TOTALS	1080		1822	52	0	69	2	0	26	101	539	34	32	716	11		

(MC-STJAN.XLS)11/25/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(\*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli

21820 S923